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SBA, U.S. Commercial Service, Center for International Trade Development provide assistance to Exporters

Export Trade Assistance Program (ETAP) set to begin September 16th

Santa Ana, CA - The [Small Business Administration's Santa Ana District Office](#) is partnering with the [U.S. Commercial Service](#) and the [Center for International Trade Development \(CITD\)](#) to prepare local businesses to succeed in international markets. The [Export Trade Assistance Program \(ETAP\)](#) is a six-session series kicking off Wednesday, September 16th, at the Rancho Santiago Community College District building on 2323 N. Broadway in Santa Ana.

SBA helps individuals establish or expand businesses in order to maintain and strengthen the nation's economy. The U.S. Commercial Service is part of the Department of Commerce and is the lead federal agency to help promote and develop U.S. exports. Their goal is to help U.S. based businesses develop and expand their revenue streams from potential foreign markets. The Center for International Trade Development is an agency funded through the California Community Colleges, Economic and Workforce Development Program (EWD). The CITD has assisted thousands of firms annually to conduct international business.

"Any successful business owner should constantly seek out new markets and new customers," said District Director Adalberto Quijada. "Relying on only one set of customers can be dangerous, since tastes, preferences and overall buying habits change over time."

This exclusive training program has been carefully designed to give business executives strategies, insights, and a ready network of contacts necessary to successfully expand sales globally.

The dates and topics of the sessions are:

Session 1: Getting Started in Exporting and Researching your Markets
September 16, 2009 : 8 a.m. - 11 a.m.

Session 2: Market Entry Strategies and the Best Channels of Distribution
September 30, 2009 : 8 a.m. - 11 a.m.

Session 3: Pricing your Products and Shipping for Export
October 15, 2009 : 8 a.m. - 11 a.m.

Session 4: Legal Aspects of International Trade

October 27, 2009 : 8 a.m. - 11 a.m.

Session 5: Promoting your Product or Service Internationally

November 12, 2009 : 8 a.m. - 11 a.m.

Session 6: Getting Paid and Financing for International Markets

December 3, 2009 : 8 a.m. - 11 a.m.

Established firms that believe exporting can be an important part of an overall growth strategy are encouraged to attend. Registration is only \$35 per session or \$195 for all six sessions. Registration is available at <http://www.buyusa.gov/newportbeach/etap.html>.

At the conclusion of the program, the U.S. Commercial Service will provide specific market information pertaining to the country of interest.

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